



# POSITION DESCRIPTION

**Position Title:** Associate Director of Communications  
**Candidate:** TBD  
**Department:** Administration 8010  
**Supervisor:** VP of Advancement  
**FLSA:** Full-Time/Salary/Exempt

## OUR IMPACT

For over 50 years, Samaritan House has been leading the fight against poverty in San Mateo County. We're the only organization that delivers the full breadth of essential services and personalized support to the working poor. By ensuring our clients are fed, clothed, healthy, and housed, we help them create their own stability and remain an active, successful part of our community. After all, an enduring community is only possible when every person has the resources they need to live.

## OUR CULTURE

We're passionate about providing our employees with a supportive work environment and experiences that help them grow. We offer excellent opportunities for individuals with proven strong, creative, results-driven leadership skills and stellar work ethics. We welcome candidates who love working with people of diverse backgrounds and want to make a difference by fostering community care for our neighbors in need.

## YOUR IMPACT

Under the supervision of the VP of Advancement, the Associate Director of Communications will lead the development and execution of strategic communications initiatives to elevate Samaritan House's brand, mission, and community impact. They will oversee all external communications, ensuring consistency across channels and alignment with organizational goals

## JOB QUALIFICATIONS

**Please note our preferred and in some cases required qualifications for this position:**

### EDUCATION:

- Bachelor's degree in Communications, Marketing, Journalism or Public Relations, or equivalent experience in lieu of education.

### EXPERIENCE:

- Minimum 7 years of experience in non-profit communication and/or marketing.
- Minimum 3 years of experience in a strategic role.
- Minimum 3 years of experience in supervision.

### KNOWLEDGE, SKILLS, AND ABILITIES:

- Strategic communications expertise, including brand management, messaging, and integrated communications planning.
- Strong writing and editing skills, with the ability to adapt content for donors, clients, partners, media, and the public.
- Experience in nonprofit or mission-driven communications, preferably in human services, housing and shelter services, or food security.
- Experience managing or supporting the management of a marketing/communications budget.
- Ability to translate complex programs and data into compelling, ethical, and human-centered stories.
- Knowledge of digital communications channels, including websites, email, and social media platforms.
- Demonstrated ability to lead, supervise, and mentor communications staff, consultants, or vendors.
- Understanding of trauma-informed and community-centric communications practices.

- Strong project management, cross-functional collaboration, and organizational leadership skills.
- Experience working within RACI or other project management framework and utilizing project management software (Asana).
- Strong ability to conduct all business and interactions with all constituents in a highly ethical manner, demonstrating high level of integrity as well as the ability to maintain appropriate professional boundaries – knows how to successfully redirect.
- Proven ability to conduct all interactions with all constituents in a highly ethical manner demonstrating high level of integrity, transparency and compassion in all work.
- Must be able to exercise appropriate and sound judgment, professionalism, appropriate composure with tact and diplomacy both under normal and stressful situations.
- Must possess a solutions-based approach to problem solving. Ability to be creative and show initiative and act as an independent employee while having a team player approach and attitude.
- Excellent interpersonal skills. Ability to establish and maintain successful and effective relationships with Samaritan House constituents (internal and external) and partnering agencies.
- Must have flexibility with work schedule, which may include occasional evenings, holidays and/or weekends as needed.
- Demonstrated commitment to Samaritan House’s mission, values, and community impact
- Ability to follow Agency Policies and organize required activities according to Samaritan House policies, procedures and best practices which include any related federal, state, or local agency requirement.
- Clean driving record- ability to get to and from job sites within the Agency as assigned.

## PHYSICAL REQUIREMENTS AND BACKGROUND CHECK

Candidates must have the physical, visual, and auditory ability to perform the essential functions of the job and to respond to emergencies with or without reasonable accommodation. Reference checks and background checks will be performed prior to and at commencement of employment. Candidate must be able to work in a clinic environment with occasional-to-regular interruptions. Activities may include but are not limited to repetitive hand/arm motion (computer work), extended periods of standing and/or sitting at a computer workstation, regular travel, occasional bending, pulling, pushing, reaching, lifting, and carrying up to 20 pounds. This position will require the usage of a mobile device or other assigned equipment, which will be provided. Position is on site with occasional travel to partner agencies as assigned.

## ESSENTIAL FUNCTIONS OF THE JOB

### Marketing and Communications

1. Develop and implement comprehensive communications and marketing strategies to support fundraising, awareness, and community engagement.
2. In consultation with Advancement Team leadership, define MarCom team’s workload and scope
3. Oversee brand management, storytelling, and content strategy across print, e-mail, and social media platforms.
4. Oversee maintenance of the Samaritan House website and ensure content integrity and relevance
5. Manage MarCom budget including ad buys, design, printing, and other contractor/vendor expenses.
6. Collaborate closely with Advancement Team leaders and Executive Leadership to ensure cohesive messaging.
7. Monitor and evaluate communications performance and audience engagement metrics.
8. Along with VP of Advancement, serve as liaison to external PR Strategist.

Other Department and Agency Duties include but are not limited to:

9. Coordinate volunteers’ work when needed.
10. Support, assist and attend general Advancement department and agency events, activities and functions as needed.
11. Work occasional evenings, early mornings, weekends and holidays depending on programmatic needs and events.
12. Support VP of Advancement and CEO as needed and assigned.
13. Support, assist and attend general Agency events, activities and functions.
14. Attend any assigned training or meetings internal or external- represent Samaritan House positively and professionally.

15. Perform other duties as directed.

## HOW TO APPLY

Interested candidates for this position will be required to submit a cover letter and resume to:

SAMARITAN HOUSE HR Specialist/Recruiter

4031 Pacific Blvd. San Mateo, CA 94403

E-mail: [jobs@samaritanhousesanmateo.org](mailto:jobs@samaritanhousesanmateo.org) Via facsimile: (650) 294-4336

No phone calls, please! Samaritan House is an equal opportunity employer. Because of the volume of applications Samaritan House receives, we regret we are not able to respond to every applicant individually. If your skills and experience are a good match for this position, we will contact you for an interview.

## ACKNOWLEDGMENT

*Please sign below in acknowledgment that you have received and understand the job description of Associate Director of Communications*

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Employee Signature

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Date

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Supervisor Signature

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Date

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VP of Human Resources

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Date